

SUSTAINABLE LANDSCAPING:

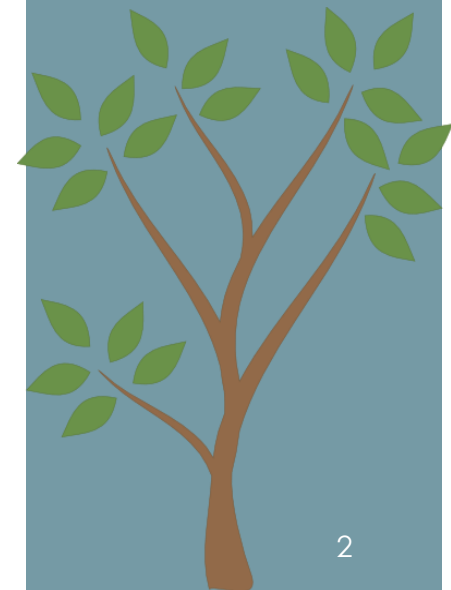
WORKFORCE CHALLENGES



CUWCC
June 9, 2015

LANDSCAPE WORKFORCE DEFINITION:

THE LANDSCAPE WORKFORCE IS COMPRISED OF ANY PROFESSIONAL OR NON-PROFESSIONAL WHO MAKES HIS OR HER LIVING THROUGH DESIGNING, INSTALLING, AND/OR MAINTAINING LANDSCAPES AND THEIR IRRIGATION SYSTEMS OR OTHERWISE EDUCATES, WITH OR WITHOUT COMPENSATION, THOSE WHO DESIGN, INSTALL, AND MAINTAIN LANDSCAPES. THIS WORKFORCE IS COMPRISED OF LICENSED AND NON-LICENSED INDIVIDUALS AND COMPANIES.



OUTLINE

- **Workforce Market Transformation Context**
 - **Workforce Status – Framing the Situation**
 - **Workforce Challenges and Barriers**
 - **Potential Workforce Solutions**
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MARKET TRANSFORMATION CONTEXT: REPEATEDLY IDENTIFIED ISSUE

- **New Norm Symposia - Two of the top 20 challenges to sustainable landscaping →**
 - Lacking Workforce Educational and Training Opportunities
 - Outdated Licensing and Certification Requirements
- **One of the top 9 market barriers to sustainable landscaping →**
 - Inadequately Educated & Trained Workforce
- **One of the top 9 broad market intervention strategies →**
 - Improve Workforce Education, Training, Certification & Licensing
- **Two of the top 15 specific market intervention strategies identified by many stakeholders →**
 - Require CEUs in Landscape Workforce
 - Grow Sustainable Landscaping Educational Programs
- **One of the 6 top priority intervention strategies identified in the April 15 stakeholder workshop →**
 - Grow Sustainable Landscaping Educational Programs

WORKFORCE STATUS

- Current Educational and Training Programs
- **Current Licensing Requirements**
- Current CEU Requirements
- **Landscape Service Demand Trends**
- Other Workforce Trends



WORKFORCE CHALLENGES

1. Unused/lacking/un-incentivized educational and training opportunities
 2. **Varied workforce demographics and sectors with varied messaging and educational needs**
 3. Complex, regionally-relevant landscape subject matter and dynamic regulations
 4. **Communication gaps between workforce sectors**
 5. Absence of communication with and outreach to 'Mow blow and go' sector and unlicensed workforce
 6. **CEUs absent for landscape workforce sectors**
 7. Licensing and certification requirements not inclusive of sustainable or integrated landscaping approaches
 8. **Business case/consumer demand developing, but not developed**
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POTENTIAL SOLUTIONS - EDUCATION

- Promote existing programs and grow or develop new programs where needed
 - **Test and implement best strategies to reach and educate the unlicensed 'mow-blow-and-go' sector**
 - Update sustainable landscaping curricula in relevant professional degree paths
 - **Formally facilitate cross-sector communication throughout all education programming**
 - Compose and/or compile easily digestible landscaping educational materials
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POTENTIAL SOLUTIONS - INCENTIVES

- **Offer and widely-publicize multi-lingual sustainable landscaping courses with worthwhile participation incentives**
- Build and distribute a sustainable landscaping business case for market sectors and services
- **Compile and promote a list of 'qualified' professionals through government and non-profit forums**



POTENTIAL SOLUTIONS – LICENSING & CERTIFICATION

- Develop and require statewide sustainable landscaping training for landscape architects, designers, and contractors
- **Include sustainable landscaping topics in licensing examinations for landscape architects and contractors (e.g., C-27 license)**
- Develop and require continuing education units in sustainable landscaping for landscape –architects, – designers, and –contractors

WHAT TO DO?

